Table 3. Information (NAICS 51) - Estimated Quarterly Revenue for Employer Firms by Class of Customer

[Estimates have not been adjusted for seasonal variation, holiday or trading-day differences, or price changes. Estimates are based on data from the Quarterly Services Survey and have been adjusted using results of the 2005 Service Annual Survey. Data beginning with the third quarter of 2006 are based on a new sample. All estimates are based on the 2002 North American Industry Classification System (NAICS). For additional information see www.census.gov/qss]

2002 NAICS code [1]	Kind of business	Revenue (Millions of dollars)		Percent of revenue	
		4Q 2006 (p)	3Q 2006 (r)	4Q 2006 (p)	3Q 2006 (r)
51	Information				
	Total revenue	283,134	266,301	100.0	100.0
	Class of customer				
	Government	13,226	13,328	4.7	5.0
	Business	173,496	161,459	61.3	60.6
	Household consumers and individual users........	96,412	91,514	34.1	34.4
511	Publishing industries (except Internet)				
	Total revenue	75,958	71,323	100.0	100.0
	Class of customer				
	Government	4,781	5,144	6.3	7.2
	Business	59,569	56,278	78.4	78.9
	Household consumers and individual users........	11,608	9,901	15.3	13.9
51111	Newspaper publishers				
	Total revenue	13,211	11,618	100.0	100.0
	Class of customer				
	Government	S	S	S	S
	Business	10,490	9,184	79.4	79.0
	Household consumers and individual users........	2,519	2,253	19.1	19.4
51112	Periodical publishers				
	Total revenue	12,724	12,449	100.0	100.0
	Class of customer				
	Government	S	S	S	S
	Business	10,009	9,715	78.7	78.0
	Household consumers and individual users........	2,460	2,506	19.3	20.1
5111 pt	Book, directory and mailing list, and other publishers [2]				
	Total revenue	14,015	14,582	100.0	100.0
	Class of customer				
	Government	1,640	2,407	11.7	16.5
	Business	9,185	9,299	65.5	63.8
	Household consumers and individual users........	3,190	2,876	22.8	19.7
5112	Software publishers				
	Total revenue	36,008	32,674	100.0	100.0
	Class of customer				
	Government	2,684	2,328	7.5	7.1
	Business	29,885	28,080	83.0	85.9
	Household consumers and individual users........	S	S	S	S
512	Motion picture and sound recording industries				
	Total revenue	27,271	22,432	100.0	100.0
	Class of customer				
	Government	S	S	S	S
	Business	21,255	16,912	77.9	75.4
	Household consumers and individual users........	5,774	5,374	21.2	24.0

See footnotes at end of table.

Table 3. Information (NAICS 51) - Estimated Quarterly Revenue for Employer Firms by Class of Customer—Con.

[Estimates have not been adjusted for seasonal variation, holiday or trading-day differences, or price changes. Estimates are based on data from the Quarterly Services Survey and have been adjusted using results of the 2005 Service Annual Survey. Data beginning with the third quarter of 2006 are based on a new sample. All estimates are based on the 2002 North American Industry Classification System (NAICS). For additional information see www.census.gov/qss]

2002 NAICS code [1]	Kind of business	Revenue (Millions of dollars)		Percent of revenue	
		4Q 2006 (p)	3Q 2006 (r)	4Q 2006 (p)	3Q 2006 (r)
515	Broadcasting (except Internet)				
	Total revenue	26,411	23,233	100.0	100.0
	Class of customer				
	Government	S	S	S	S
	Business	24,677	21,738	93.4	93.6
	Household consumers and individual users.........	1,324	1,186	5.0	5.1
5151	Radio and television broadcasting				
	Total revenue	16,076	13,537	100.0	100.0
	Class of customer				
	Government	S	S	S	S
	Business	15,085	12,751	93.8	94.2
	Household consumers and individual users.........	S	S	S	S
5152	Cable and other subscription programming				
	Total revenue	10,335	9,696	100.0	100.0
	Class of customer				
	Government	S	S	S	S
	Business	S	S	S	S
	Household consumers and individual users.........	710	677	6.9	7.0
516, 5181, 519	Internet publishing and broadcasting, Internet service providers and web search portals, and other information services				
	Total revenue	13,388	12,181	100.0	100.0
	Class of customer				
	Government	S	S	S	S
	Business	S	S	S	S
	Household consumers and individual users.........	3,975	3,552	29.7	29.2
517	Telecommunications				
	Total revenue	121,783	119,260	100.0	100.0
	Class of customer				
	Government	4,051	4,038	3.3	3.4
	Business	46,179	45,639	37.9	38.3
	Household consumers and individual users.........	71,553	69,583	58.8	58.3
5171	Wired telecommunications carriers				
	Total revenue	49,642	49,877	100.0	100.0
	Class of customer				
	Government	1,954	1,988	3.9	4.0
	Business	24,893	24,938	50.1	50.0
	Household consumers and individual users.........	22,795	22,951	45.9	46.0
5172	Wireless telecommunications carriers (except satellite)				
	Total revenue	41,755	40,853	100.0	100.0
	Class of customer				
	Government	S	S	S	S
	Business	S	S	S	S
	Household consumers and individual users.........	S	S	S	S

See footnotes at end of table.

Table 3. Information (NAICS 51) - Estimated Quarterly Revenue for Employer Firms by Class of Customer—Con.

[Estimates have not been adjusted for seasonal variation, holiday or trading-day differences, or price changes. Estimates are based on data from the Quarterly Services Survey and have been adjusted using results of the 2005 Service Annual Survey. Data beginning with the third quarter of 2006 are based on a new sample. All estimates are based on the 2002 North American Industry Classification System (NAICS). For additional information see www.census.gov/qss]

2002 NAICS code [1]	Kind of business	Revenue (Millions of dollars)		Percent of revenue	
		4Q 2006 (p)	3Q 2006 (r)	4Q 2006 (p)	3Q 2006 (r)
5175	Cable and other program distribution				
	Total revenue ………………………………………	24,426	22,785	100.0	100.0
	Class of customer				
	Government ……………………………………	S	S	S	S
	Business ……………………………………	3,289	3,086	13.5	13.5
	Household consumers and individual users………	20,942	19,519	85.7	85.7
517 pt	Other telecommunications [3]				
	Total revenue ………………………………………	5,960	5,745	100.0	100.0
	Class of customer				
	Government ……………………………………	564	541	9.5	9.4
	Business ……………………………………	S	S	S	S
	Household consumers and individual users………	S	S	S	S
5182	Data processing, hosting, and related services				
	Total revenue ………………………………………	18,323	17,872	100.0	100.0
	Class of customer				
	Government ……………………………………	S	1,821	S	10.2
	Business ……………………………………	14,436	14,133	78.8	79.1
	Household consumers and individual users………	S	S	S	S

(p) Preliminary estimate.   (r) Revised estimate.

S Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

(1) Estimates are based on the 2002 NAICS codes. For a full description of the NAICS codes used in this table, see www.census.gov/epcd/www/naics.html. For information linking the 1997 NAICS to the corresponding 2002 NAICS, see www.census.gov/qss.
(2) Includes NAICS 51113 (book publishers), 51114 (directory and mailing list publishers), and 51119 (other publishers).
(3) Includes NAICS 5173 (telecommunications resellers), 5174 (satellite telecommunications), and 5179 (other telecommunications).

Note: Sector totals and subsector totals may include data for kinds of business not shown. Detail percents may not add to 100 percent due to rounding. Table 4 provides estimated measures of sampling variability. Data users who create their own estimates using data from this report should cite the U.S. Census Bureau as the source of the original data only. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at www.census.gov/svsd/www/qssreliability.html.

Table 4. Information (NAICS 51) - Estimated Measures of Sampling Variability

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

2002 NAICS code	Kind of business	Median coefficient [1] of variation for quarterly total Estimate	Standard error for percent of total 4Q 2006	Standard error for percent of total 3Q 2006
51	Information			
	Total revenue ……………………………………	1.3	X	X
	Class of customer			
	Government ………………………………………	3.4	0.1	0.1
	Business …………………………………………	1.5	0.4	0.4
	Household consumers and individual users………	1.5	0.4	0.4
511	Publishing industries (except Internet)			
	Total revenue ……………………………………	2.8	X	X
	Class of customer			
	Government ………………………………………	4.0	0.3	0.2
	Business …………………………………………	3.1	0.6	0.5
	Household consumers and individual users………	2.9	0.5	0.4
51111	Newspaper publishers			
	Total revenue ……………………………………	6.6	X	X
	Class of customer			
	Government ………………………………………	S	S	S
	Business …………………………………………	6.4	0.6	0.6
	Household consumers and individual users………	7.6	0.6	0.7
51112	Periodical publishers			
	Total revenue ……………………………………	8.3	X	X
	Class of customer			
	Government ………………………………………	S	S	S
	Business …………………………………………	8.8	1.9	1.7
	Household consumers and individual users………	11.9	1.8	1.6
5111 pt	Book, directory and mailing list, and other publishers			
	Total revenue ……………………………………	2.4	X	X
	Class of customer			
	Government ………………………………………	4.4	0.5	0.7
	Business …………………………………………	3.5	1.0	1.0
	Household consumers and individual users………	3.1	0.8	0.7
5112	Software publishers			
	Total revenue ……………………………………	4.0	X	X
	Class of customer			
	Government ………………………………………	5.5	0.7	0.4
	Business …………………………………………	4.5	0.9	0.7
	Household consumers and individual users………	S	S	S
512	Motion picture and sound recording industries			
	Total revenue ……………………………………	4.7	X	X
	Class of customer			
	Government ………………………………………	S	S	S
	Business …………………………………………	4.9	0.8	1.2
	Household consumers and individual users………	6.7	0.9	1.2

See footnotes at end of table.

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

2002 NAICS code	Kind of business	Median coefficient [1] of variation for quarterly total Estimate	Standard error for percent of total	
			4Q 2006	3Q 2006
515	Broadcasting (except Internet)			
	Total revenue ………………………………………	2.7	X	X
	Class of customer			
	Government …………………………………	S	S	S
	Business ………………………………………	2.8	0.5	0.4
	Household consumers and individual users………	4.5	0.2	0.2
5151	Radio and television broadcasting			
	Total revenue ………………………………………	4.8	X	X
	Class of customer			
	Government …………………………………	S	S	S
	Business ………………………………………	4.9	0.7	0.7
	Household consumers and individual users………	S	S	S
5152	Cable and other subscription programming			
	Total revenue ………………………………………	1.7	X	X
	Class of customer			
	Government …………………………………	S	S	S
	Business ………………………………………	S	S	S
	Household consumers and individual users………	4.9	0.2	0.2
516, 5181, 519	Internet publishing and broadcasting, Internet service providers and web search portals, and other information services			
	Total revenue ………………………………………	5.1	X	X
	Class of customer			
	Government …………………………………	S	S	S
	Business ………………………………………	S	S	S
	Household consumers and individual users………	4.1	1.0	1.0
517	Telecommunications			
	Total revenue ………………………………………	1.8	X	X
	Class of customer			
	Government …………………………………	3.4	0.1	0.1
	Business ………………………………………	1.8	0.3	0.3
	Household consumers and individual users………	2.0	0.3	0.3
5171	Wired telecommunications carriers			
	Total revenue ………………………………………	3.2	X	X
	Class of customer			
	Government …………………………………	5.0	0.1	0.1
	Business ………………………………………	2.0	0.7	0.7
	Household consumers and individual users………	4.6	0.7	0.7
5172	Wireless telecommunications carriers (except satellite)			
	Total revenue ………………………………………	1.6	X	X
	Class of customer			
	Government …………………………………	S	S	S
	Business ………………………………………	S	S	S
	Household consumers and individual users………	S	S	S

See footnotes at end of table.

Table 4. Information (NAICS 51) - Estimated Measures of Sampling Variability—Con.

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

2002 NAICS code	Kind of business	Median coefficient [1] of variation for quarterly total Estimate	Standard error for percent of total 4Q 2006	Standard error for percent of total 3Q 2006
5175	Cable and other program distribution			
	Total revenue ………………………………………	2.0	X	X
	Class of customer			
	Government ………………………………………	S	S	S
	Business ………………………………………	12.6	1.2	1.3
	Household consumers and individual users………	1.3	1.3	1.3
517 pt	Other telecommunications			
	Total revenue ………………………………………	4.3	X	X
	Class of customer			
	Government ………………………………………	3.5	0.5	0.5
	Business ………………………………………	S	S	S
	Household consumers and individual users………	S	S	S
5182	Data processing, hosting, and related services			
	Total revenue ………………………………………	5.8	X	X
	Class of customer			
	Government ………………………………………	13.0	S	1.2
	Business ………………………………………	7.2	2.7	2.4
	Household consumers and individual users………	S	S	S

X Not applicable.

S Corresponding estimate in Table 3 does not meet publication standards because of high sampling variability or poor response quality.

(1) The medians are based on estimates from the second quarter of 2006 through the fourth quarter of 2006.

Note: The measures of sampling variability shown in this table may be overstated. They will be recompiled prior to the next release. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at www.census.gov/svsd/www/qssreliability.html.